

1996 Region Share Objectives

(share objectives factor in promotional \$ to be spent in 1996)

<i>August YTD</i>		Full Price Share of Mkt.			YTD actual vs. year-end Goal
Rank		Goal 1996	YTD Actual	YTD Target	
1	NY METRO	14.00%	14.84%	14.17%	0.67%
2	Boston	17.12%	17.65%	17.14%	0.50%
3	Seattle	19.48%	19.70%	19.51%	0.19%
4	Cincinnati	17.30%	17.45%	17.32%	0.13%
5	Detroit	16.96%	17.15%	17.12%	0.03%
6	Pittsburgh	20.36%	20.22%	20.26%	-0.03%
7	N. Calif.	17.40%	17.12%	17.30%	-0.18%
8	St. Louis	17.82%	17.60%	17.82%	-0.22%
9	Buffalo	13.92%	13.70%	13.98%	-0.28%
10	Richmond	19.25%	18.93%	19.24%	-0.30%
11	Minneapolis	16.59%	16.23%	16.57%	-0.34%
12	Win-Sal.	20.97%	20.58%	20.93%	-0.36%
13	Chicago	18.34%	18.00%	18.36%	-0.36%
14	Denver	15.61%	15.17%	15.57%	-0.39%
15	Houston	16.40%	15.85%	16.32%	-0.48%
16	Dallas	15.81%	15.30%	15.79%	-0.49%
17	S. Calif.	15.49%	14.98%	15.47%	-0.49%
18	Philly	15.84%	15.25%	15.90%	-0.66%
19	Atlanta	21.05%	20.31%	21.05%	-0.74%
20	S. Florida	16.24%	15.06%	16.15%	-1.09%

NESA #1: 0.09%

51847 7333

August YTD

Rank	Budget vs. Actual vs. Goal				YTD actual vs. year-end Goal
		Budget	Actual	Goal	
1	Dallas ■	33.32%	35.90%	32.90%	3.00%
2	Win-Sal. ■	24.65%	26.08%	24.24%	1.84%
3	Richmond ■	24.34%	25.55%	23.94%	1.62%
4	St. Louis ■	19.04%	20.32%	18.74%	1.58%
5	Detroit	12.22%	13.68%	12.22%	1.46%
6	Chicago	14.35%	15.41%	14.14%	1.28%
7	Philly	16.59%	17.04%	16.29%	0.75%
8	Cincinnati ■	21.39%	21.61%	20.99%	0.62%
9	S.Florida ■	32.02%	32.03%	31.71%	0.32%
10	Buffalo ■	13.29%	13.23%	12.95%	0.28%
11	N.Calif.	7.44%	7.15%	7.25%	-0.10%
12	Boston	7.41%	7.15%	7.28%	-0.12%
13	S.Calif.	11.56%	11.06%	11.40%	-0.34%
14	Houston ■	35.03%	34.09%	34.48%	-0.39%
15	Denver ■	16.26%	15.48%	15.99%	-0.51%
16	Pittsburgh ■	16.83%	15.68%	16.49%	-0.82%
17	Atlanta ■	25.98%	24.63%	25.53%	-0.90%
18	Minneapolis	18.17%	17.09%	18.04%	-0.94%
19	Seattle	13.68%	12.46%	13.46%	-1.00%
20	NY METRO	14.89%	12.94%	14.56%	-1.61%

Note: ■ Indicates priority regions / heavy spending

NESA #3: +.25%

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<u>August YTD</u>		WINSTON share of Mkt.			YTD actual vs. year-end Goal
Rank		Goal 1996	YTD Actual	YTD Target	
1	NY METRO	3.98%	4.32%	4.09%	0.23%
2	Boston ■	8.53%	8.66%	8.54%	0.13%
3	Pittsburgh ■	7.86%	7.88%	7.82%	0.06%
4	S. Calif.	4.32%	4.28%	4.32%	-0.03%
5	Detroit	5.73%	5.67%	5.77%	-0.11%
6	Cincinnati ■	6.16%	6.05%	6.19%	-0.14%
7	St. Louis	6.06%	5.91%	6.06%	-0.15%
8	Richmond ■	7.13%	6.95%	7.10%	-0.15%
9	Denver	4.67%	4.50%	4.69%	-0.20%
10	N. Calif.	4.52%	4.30%	4.50%	-0.20%
11	Minneapolis	4.25%	4.01%	4.23%	-0.22%
12	Atlanta ■	7.94%	7.67%	7.94%	-0.27%
13	Chicago ■	6.08%	5.79%	6.10%	-0.31%
14	Win-Sal. ■	8.58%	8.20%	8.52%	-0.32%
15	Philly	5.25%	4.90%	5.25%	-0.35%
16	Buffalo ■	5.77%	5.43%	5.78%	-0.35%
17	Dallas ■	5.87%	5.52%	5.87%	-0.35%
18	Houston ■	6.83%	6.42%	6.80%	-0.39%
19	Seattle	4.83%	4.30%	4.82%	-0.52%
20	S. Florida ■	7.07%	6.20%	7.02%	-0.82%

Note: ■ indicates Winston priority market / heavy spending

NESA #1: -.08%

51847 7335

<i>August YTD</i>			Camel ex. share of Mkt			YTD actual vs. year-end Goal
Rank			Goal 1996	YTD Actual	YTD Target	
1	Seattle	■	9.77%	10.46%	9.71%	0.75%
2	Cincinnati		3.66%	3.93%	3.62%	0.32%
3	N. Calif.	■	6.33%	6.55%	6.25%	0.30%
4	Boston		3.38%	3.62%	3.33%	0.29%
5	Detroit	■	4.43%	4.56%	4.41%	0.14%
6	S. Florida	■	2.66%	2.76%	2.64%	0.13%
7	Dallas		3.09%	3.05%	3.04%	0.01%
8	Minneapolis	■	5.75%	5.70%	5.70%	0.01%
9	Richmond		3.46%	3.41%	3.40%	0.00%
10	Denver	■	5.41%	5.34%	5.34%	0.00%
11	Buffalo		2.72%	2.68%	2.70%	-0.01%
12	Win-Sal.		3.15%	3.07%	3.10%	-0.03%
13	Pittsburgh	■	4.28%	4.14%	4.21%	-0.07%
14	Chicago	■	4.57%	4.44%	4.52%	-0.08%
15	NY METRO		2.51%	2.40%	2.49%	-0.09%
16	S. Calif.	■	5.58%	5.36%	5.51%	-0.15%
17	St. Louis		3.27%	3.06%	3.23%	-0.17%
18	Houston		3.40%	3.09%	3.33%	-0.24%
19	Atlanta		3.36%	3.04%	3.30%	-0.26%
20	Philly		2.69%	2.32%	2.67%	-0.34%

Note: ■ Indicates Camel priority market / heavy spending

NESA #2: +0.04%

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<u>August YTD</u>		SALEM share of Mkt.			YTD actual vs. year-end Goal
Rank		Goal 1996	YTD Actual	YTD Target	
1	NY METRO ■	4.99%	5.25%	4.97%	0.28%
2	Richmond ■	5.46%	5.59%	5.50%	0.09%
3	St. Louis ■	4.49%	4.54%	4.49%	0.06%
4	Seattle	2.09%	2.15%	2.12%	0.03%
5	Boston	2.81%	2.84%	2.82%	0.02%
6	Win-Sal. ■	5.01%	5.06%	5.04%	0.02%
7	Dallas	3.86%	3.87%	3.86%	0.01%
8	Houston	3.43%	3.39%	3.41%	-0.02%
9	Pittsburgh ■	5.78%	5.74%	5.76%	-0.03%
10	Detroit	4.12%	4.11%	4.15%	-0.04%
11	S. Calif.	2.39%	2.30%	2.41%	-0.11%
12	Denver	2.78%	2.65%	2.77%	-0.13%
13	Buffalo	3.45%	3.30%	3.44%	-0.15%
14	Philly ■	5.77%	5.61%	5.76%	-0.15%
15	N. Calif.	2.71%	2.55%	2.71%	-0.16%
16	Atlanta	4.92%	4.76%	4.93%	-0.17%
17	Cincinnati	4.24%	4.03%	4.21%	-0.18%
18	Chicago ■	4.57%	4.38%	4.56%	-0.19%
19	Minneapolis	3.69%	3.40%	3.67%	-0.27%
20	S. Florida	3.47%	3.17%	3.45%	-0.27%

Note: ■ Indicates priority markets / heavy spending

NESA #1: -.02%

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